

WORKSHOP GANG WARMS UP



An integral part of the WOI station activity is the Radio Workshop under the direction of Ed Wegener. Here they get in some licks as they prepare for the new college show which runs from 4:05 to 4:30. Workshop also dramatizes the children's programs.

New Show Replaces "This Is Iowa State"

Something new has been added to the WOI radio schedule. Something strictly in the college vein with plenty of pep and get-up-and-go.

It's the new college show which takes the air every Friday afternoon from 4:05 to 4:30. The production replaces the "This Is Iowa State" show, formerly broadcast every Monday, Wednesday and Friday from 4:30 to 4:45.

The new 25-minute show will be produced by Gordon Munson and Ed Wegener. All talent will be from campus organizations. Incorporated in the show will be music by bands, orchestras, instrumental and vocal combinations, a campus skit, campus feature and a campus news session much on the order of the March of Time style.

Gone will be the formal interview show. In its place comes this peppy collegiate variety ramble. Don't miss it. Don't hesitate to write to WOI with your comment on the new show or any show taking the air over WOI.

—WOI—Your Service Station—

LIBRARY

Watch that 11:15 a. m. spot for some new library features. Dick Hull, station director, and Bob Orr, college librarian, have had their heads together lately. From what we can hear they are plotting and planning something new and special.

MASTERWORKS

Ed Wegener is rubbing his hands with something like glee these days as he once again sets out to program the daily Masterworks program. The Columbia Masterworks series which we have been carrying for the past 2 years is being changed to a one-a-week show. That leaves the daily 3:30-4:00 p. m. spot open. That means added variety. Also artists long absent from Masterworks will once again be heard on the midafternoon broadcast.

If you haven't yet asked for your copy of the day-by-day program for the Masterworks series we urge you to get one. It's a great help in planning your music listening.

Market News Aid To Iowa Residents

When "Cap" Bentley takes the air daily with his markets, he gives the latest information to the many folks in Iowa and surrounding states who are interested in and dependent on markets for their daily living.

Latest addition to the market service room is a ticker tape machine direct from the Chicago Grain Exchange. With the addition of this machine and with the existing services from the Associated Press, United Press, Department of Agriculture leased wire and the Western Union Service, WOI is able to offer one of the most complete market services available.

Latest addition to the market reports by R. C. "Cap" Bentley is the grain market reports direct from the Chicago Grain Exchange. These reports are given on the hour and half-hour every day WOI is on the air, from 9:45 to 1:30.

Here's the WOI market line-up as it is brought to WOI listeners daily except Sunday. Two early morning shows by Dale Williams bring market reviews at 6:20 and 6:40 a. m. Then, at 8:50, livestock estimates take the air with the Chicago opening hogs and commentary. At 9:45, come opening grain, terminal and opening interior hog markets and the opening Wall Street reports; 10:30 brings the produce reports, new grain, complete terminal reports, hog, early lamb and cattle reports. At 11:30 is the midday Wall Street report, and at 12:15 comes the market roundup and morning activity report. Second afternoon show starts at 1:30 with a general review of the full day's trading. This includes grain, produce, eggs, butter and livestock and terminal and interior markets. At 2:30, markets end with the final Wall Street report and cotton reports.

VISITORS

All our station friends must know by now that they are always welcome when they come visiting. We like nothing better than showing visitors what we have and what we are doing here. So when you visit the campus remember you have a stopping off place on the third floor of the Service Building.

LOUIE LEWIS

Louie Lewis is a triply busy man these days. Just back from a 2-weeks' flying trip to the annual convention of the National Association of Broadcasters where he studied television and FM installations and equipment, he has returned to his double station job. That includes keeping us on the air and operating a public address system service for all campus groups that want to be heard farther than they can shout.

STATION WAGON

If you see a new Ford station wagon with the letters WOI on it rolling past your home you'll know that we are out on a special broadcast assignment. Equipped with its own power source, the WOI remote broadcast truck is ready to help us bring you increased statewide service.

Mulhall Keeps News Up to Date for WOI

Bob Mulhall, the capable news editor for Station WOI, is on the job as in the past, bringing the radio audience the latest in daily news from the state, the nation and the world.

With the United Press and Associated Press news wires at his disposal, Bob keeps a running commentary on the hour all through the day. If anything of importance happens anywhere in the world, it comes to Bob through the medium of the news wire and is heard over your speaker almost as soon as it comes to the news room.

—WOI—Your Service Station—

L. L. LEWIS



L. L. Lewis is the major-domo of the engineering department. Planner and trouble shooter, he keeps the mechanism of the station running.

Martha Duncan Has Special Show



"How about a piece of birthday cake?" These were Martha Duncan's exact words when we asked her what she was cooking up for the fall and winter Homemakers Half Hour. And then she said, "Well, it isn't a real chewing and eating cake." But every morning from 9:00 to 9:30 for the next 3 months Martha says that you women folks may have a slice of that "cake" by way of her program. It's a cake with 75 candles on it for the 75 years of Home Economics at Iowa State College. All the departments in the Home Economics Division are planning to tell the stories of their development over the years, all the way from that first "Ladies Course" taught by Mary B. Welch right up to today's modern treatment of food, clothing and shelter.

We regret that we haven't space to list the programs in detail, but all of us at the station, even the men folks, are looking forward to the 3 months' broadcasts, to our slice of that "Birthday Cake." And we feel too that the frosting on the cake, that extra something that will make it doubly special, is Martha's enthusiasm for the series.

That picture above is a brand new "Martha." We think it's the best photo she's ever had in a "640." We'd rather have it in color because that's the only way we can really show that red hair for what it is . . . her crowning glory. Of course, Martha insists that she is looking older . . . mellow-er. We all agree with her, just to keep peace, but among ourselves we know that a frosty tinge at the hair line often adds more beauty than it takes away. Don't you agree?

BABIES

WOI has family problems. The problem is the family. To date within the last year we have lost six secretaries from the staff for purely maternal reasons. But that's not all, the grand total for the station is 11 new cherubs within the 12 months.

Dale Williams Tops In Judging Tilt

Dale Williams is still the leading man behind the mike when it comes to WOI farm shows in the morning and afternoon.

Of late, Dale has been chasing to almost every corner of the state to livestock and other types of farm shows and days. In between farm broadcasts and trips, he handles the sports news and does some traveling on that circuit, too.

Looks like a busy schedule, doesn't it?

Well, to add to his laurels, which are many, Dale stepped out this summer and won first at the Hampshire type contest held in connection with the Hampshire show and sale in Cedar Rapids. Dale was awarded \$50, a medal and an engraved stockman's cane. He turned the cash award back to the group for their building fund and has the medal and cane as mementos of his achievement.

Dale still brings the farmers of Iowa and the Midwest the latest in farm news through his fine use of specialists' information and his wide knowledge of farming activities.

—640—Your Service Station—



Bob Mulhall clears the news machine as he prepares last-minute details for his newscast.

**640 On Your Dial
Good Music
News on the Hour**

**Station WOI — ISC Broadcasting Service
OCTOBER, NOVEMBER, DECEMBER, 1947**

**5000 Watts
Education — Information
Farm and Market Service**

Time	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Time
6:00	Morning Parade	Morning Parade	Morning Parade	Morning Parade	Morning Parade	Morning Parade	6:00
6:15	Down on the Farm	Down on the Farm	Down on the Farm	Down on the Farm	Down on the Farm	Down on the Farm	6:15
7:00	FIRST EDITION NEWS	FIRST EDITION NEWS	FIRST EDITION NEWS	FIRST EDITION NEWS	FIRST EDITION NEWS	FIRST EDITION NEWS	7:00
7:10	Matins—Devotions	Matins—Devotions	Matins—Devotions	Matins—Devotions	Matins—Devotions	Matins—Devotions	7:10
7:30	The Music Shop	The Music Shop	The Music Shop	The Music Shop	The Music Shop	The Music Shop	7:30
8:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	8:00
8:05	The Music Shop	The Music Shop	The Music Shop	The Music Shop	The Music Shop	The Music Shop	8:05
8:30	The Music Shop	The Music Shop	The Music Shop	The Music Shop	The Music Shop	The Music Shop	8:30
8:50	Opening Markets	Opening Markets	Opening Markets	Opening Markets	Opening Markets	Opening Markets	8:50
9:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	9:00
9:02	Homemakers Half Hour	Homemakers Half Hour	Homemakers Half Hour	Homemakers Half Hour	Homemakers Half Hour	Homemakers Half Hour	9:02
9:30	Organ Moods	Organ Moods	Organ Moods	Organ Moods	Organ Moods	Organ Moods	9:30
9:45	Market Reports	Market Reports	Market Reports	Market Reports	Market Reports	Market Reports	9:45
10:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	10:00
10:05	Radio Book Club	Radio Book Club	Radio Book Club	Radio Book Club	Radio Book Club	Radio Book Club	10:05
10:30	Market Reports	Market Reports	Market Reports	Market Reports	Market Reports	Market Reports	10:30
10:45	Market Reports	Market Reports	Market Reports	Market Reports	Market Reports	Market Reports	10:45
11:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	11:00
11:02	Children's Corner	Children's Corner	Children's Corner	Children's Corner	Children's Corner	Children's Corner	11:02
11:15	ISC Library	ISC Library	ISC Library	ISC Library	ISC Library	ISC Library	11:15
11:30	Music in the Air	Music in the Air	Music in the Air	Music in the Air	Music in the Air	Music in the Air	11:30
12:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	12:00
12:02	lowa Farm Facts	lowa Farm Facts	lowa Farm Facts	lowa Farm Facts	lowa Farm Facts	lowa Farm Facts	12:02
12:30	Serenade for Strings	Serenade for Strings	Serenade for Strings	Serenade for Strings	Serenade for Strings	Serenade for Strings	12:30
12:45	NOONDAY NEWS	NOONDAY NEWS	NOONDAY NEWS	NOONDAY NEWS	NOONDAY NEWS	NOONDAY NEWS	12:45
1:00	PARADE	PARADE	PARADE	PARADE	PARADE	PARADE	1:00
1:15	Midday Music—Vikings	Midday Music—Vikings	Midday Music—Vikings	Midday Music—Vikings	Midday Music—Vikings	Midday Music—Vikings	1:15
1:30	Closing Markets	Closing Markets	Closing Markets	Closing Markets	Closing Markets	Closing Markets	1:30
2:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	2:00
2:05	Song and Symphony	Song and Symphony	Song and Symphony	Song and Symphony	Song and Symphony	Song and Symphony	2:05
2:30	It's Your Future	Radio Child Study Club	Psychology in Ev'day Life	Radio Child Study Club	Creative English	American Notebook	2:30
2:45	Lest We Forget	Adventures in Research	Iowa Medical Society	Excursions in Science	Camera-Air Review	Veterans' Question Box	2:45
3:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	3:00
3:05	Songs of Faith	Songs of Faith	Songs of Faith	Songs of Faith	Songs of Faith	Songs of Faith	3:05
3:15	Women's Forum	Women's Forum	Women's Forum	Women's Forum	Women's Forum	Masterworks (Columbia)	3:15
3:30	WOI Masterworks	WOI Masterworks	WOI Masterworks	WOI Masterworks	WOI Masterworks	Masterworks	3:30
4:00	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	NEWS OF THE HOUR	4:00
4:05	Grinnell College	International Forum	ISC Department of Music	Drake University Presents	ISC In Review	Student Forum	4:05
4:15	Grinnell College	International Forum	ISC Department of Music	Drake University Presents	ISC In Review	Student Forum	4:15
4:30	Eyes on the Ball	Musically Yours	Guest Stars	American Red Cross	Here's to Veterans	Spanish Serenade	4:30
*4:45	Children's Playhouse	Children's Playhouse	Children's Playhouse	Children's Playhouse	Children's Playhouse	Proudly We Hall	*4:45
*5:00	NEWS AND SPORTS	NEWS AND SPORTS	NEWS AND SPORTS	NEWS AND SPORTS	NEWS AND SPORTS	NEWS AND SPORTS	*5:00
*5:05	Today's Music	Today's Music	Today's Music	Today's Music	Today's Music	Songs of Faith	*5:05

*WOI's broadcasting schedule, fixed by the Federal Communications Commission, requires the Station to leave the air at local sunset: October, 5:30 p. m.; November, 5:00 p. m.; December, 4:45 p. m. (This time is arrived at by striking an average of all sunset times for each monthly period.) All programs are subject to change without notice.

***See page 4 for detail on Saturday football broadcasts.



WORKSHOP

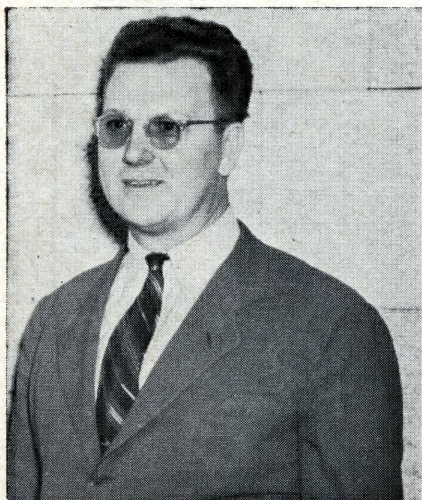
This year it's Quicksilver. He's the boy who slides in on a sunbeam every afternoon at 4:45 to start off the day's story for your young folks. The Children's Playhouse, produced by the Radio Workshop, is the official title, but for Ed Wegener and his student actors it's THE SHOW. Ruth Hackett writes it from the Hawthorne "Tanglewood Tales." We think it's good listening.

TURNTABLES

Brand new turntables in the WOI control room make record playing a joy as well as a duty, so say the engineers. The pickup arms play either regular lateral-cut records and transcriptions or vertical cuts. Expensive too, but they're worth it in improved fidelity and therefore greater service to our listeners.

—640—Your Service Station—

MEL HAAS



Mel Haas is the bane of Dale Williams' existence. Feuding between Mel and Dale is one of the daily high spots of the farm program.

Williams to Air State Cage Tilts

With football almost out of the picture for the 1947 season, Dale Williams is tuning up his pipes for the winter Big Six basketball circuit.

Dale will bring your family his running, sparkling commentary each evening the Cyclones play on their home floor. Every play and the complete color of every game will come to you over 640 on your dial. Stay tuned and follow the Cyclones.



This year's schedule is a top-notch selection of games with the Cyclones flooring a good team for the season under Coach Clayton "Chick" Sutherland. Here's how the season line-up of games appears:

Dec. 8—Simpson at Ames
Dec. 13—Morningside at Ames
Dec. 18-19-20 Kansas City Tournament
Dec. 29—Michigan at Ames
Dec. 30—Michigan at Ames
Jan. 3—Drake at Des Moines
Jan. 6—Nebraska at Ames
Jan. 10—Missouri at Ames
Jan. 12—Iowa State Teachers at Cedar Falls
Jan. 17—Oklahoma at Norman
Jan. 19—Kansas State at Manhattan
Jan. 22—Drake at Ames
Jan. 31—Colorado at Boulder
Feb. 7—Colorado at Ames
Feb. 13—Kansas at Ames
Feb. 16—Missouri at Columbia
Feb. 21—Nebraska at Lincoln
Feb. 24—Kansas State at Ames
Feb. 28—Oklahoma at Ames
Mar. 12—Kansas at Lawrence.

STRINGFELLOW

That new voice you recently heard on Martha's morning program belongs to Leona Stringfellow, studying at Iowa State College for her master's degree in education and radio.

Donaldson Assumes TM Show Duties

It may be a little late—but better late than never.

Chris Donaldson, Boone, student at Iowa State College, moved into the studio this summer in full swing. He emceed the TM (Today's Music) show all summer and filled a spot as a full-time announcer. He's tall, not too hard to look at and likes platter spinning.

November Football Casts by Williams

Football enters the final stretch all over the nation as in the Big Six loop. Dale Williams will continue to bring WOI listeners the last word from the gridiron every Saturday the Cyclones play at home or on enemy ground.

"CAP" BENTLEY



"Cap" Bentley gives the latest in market news over WOI during one of his daily market casts.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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